SUPPLEMENT

— TO —

The March Issue

— OF THE —

Bunnell Home Builder

A personal letter to all land owners, from

Thos. A. Verdenius

TEN days ago I returned from Bunnell, after spending almost two weeks in Florida, and I say to you candidly that I am more enthusiastic over our Bunnell-Dupont Colony than I ever was before. Not that I have ever had the slightest doubt that our colony would not come to the front, but today I can say that practically all of my expectations, all of my hopes for this colony (for which I have been working for the past year and a half) are now being realized.

Today I can **PROVE** to the greatest doubter, to the worst pessimist, that what I have told you in my literature again and again is true. All that a man has to do is to go to Bunnell and see for himself; talk to the many men and women who have gone to Bunnell through my efforts, and learn what they have accomplished in the short time they have been in the colony.

Acres upon acres of land have been cleared, plowed and planted to crops, and when I was at Bunnell I was informed that at a conservative estimate, the territory adjacent to that town would contribute about 1,200 acres of potatoes to the quota raised by St. Johns County this season. This may not seem such a large amount to you, but if you will compare it to last year's crop, when our people had about 300 acres in potatoes, you must certainly admit that we are making most rapid strides on the road to success.

I had first thought that I would ask the editor of the Bunnell Home Builder for a page in this issue, in which I might tell you some of the good things about the colony, but after thinking the matter over, I decided that it would be better to write our land owners a personal letter and send it with the Home Builder, for I do not wish this little magazine to be used as an advertising medium. Its purpose is only to keep our buyers fully posted as to the happenings in the colony from month to month. If you will read the columns of this March issue carefully, you will learn the latest news from the colony, and it would only be a repetition on my part to mention these facts again to you.

I received this morning a letter from my Field Manager at Bunnell, who states that practically all of the potatoes have been planted, and, to use his own words, they expect to have "a bumper crop." But even should our farmers only have an average crop, and should they get but $4.00 a barrel for their potatoes, instead of $8.00 a barrel, which some of our colonists received last year, they will be able to ship out of Bunnell within the next ninety days from $180,000.00 to $200,000.00 worth of potatoes. This,

you will know, is but one of the three crops raised on our colony lands each year.

I am sure every land owner who reads this letter will congratulate himself again that he is the possessor of a farm in the Bunnell-Dupont Colony when he stops to realize that he has been able to purchase land for $30.00 an acre—land that will produce three crops each year, one crop alone which will bring him $150.00 an acre.

Almost before the farmers of the North start to plant the one crop that they will raise in 1913, our farmers at Bunnell will have shipped their first crop, and will have put their second crop into the ground. However, it is not my intention to talk to you in regard to the many advantages to be found in the Bunnell-Dupont Colony. I am sure that each one of you have thought this matter over carefully many times, even before you sent in your order for a farm.

During the past fiscal year our State Bank at Bunnell earned for its stockholders 27 per cent, and it declared a dividend of 10 per cent, putting 17 per cent into the surplus funds.

The Bunnell barrel factory is working its full capacity, and is able to manufacture each day 200 barrels, while they now have over 2,000 barrels on hand.

The foundation is laid for a two-story brick building in Bunnell. The major portion of the first floor of this building will be given over to a printing office, while the second floor will contain several offices and a large hall. It is expected that the farmers of the community will use this hall for their various farmers' meetings.

A Tennessee gentleman is soon to build a large hardware and implement house in Bunnell. New roads are being built in this vicinity, and St. Johns County will spend $70,000.00 on its roads in the very near future.

I could write several pages to you regarding developments in our colony, but space forbids. I only mention these few facts as proof to you that I am justified in feeling proud to have sold you this land; and furthermore because when I was in Florida I heard the statement made several times in Jacksonville and elsewhere that Bunnell was one of the best, if not THE best colony in the whole state of Florida. It is only natural that I should feel like rejoicing when I hear people who have lived in the state all their lives make such statements in regard to our colony.

One of the greatest proofs that the men who are back of this enterprise have the utmost faith in the colony, and that they want to assist the people who have bought land from our Company, is the fact that they have advanced to a number of our colonists who happened to be short of money, the sum of $50,000.00 for seed potatoes, barrels, etc., and just such co-operation as this is perhaps one of the reasons why our settlers are with us heart and soul and are our most loyal friends. These men and women realize that this is not a one man's proposition, that it is not a proposition that belongs to me or to the officers of the Bunnell Development Company, but more and more every day is it becoming the enterprise of all who have bought land in this colony. It belongs to YOU and every other land owner.

I prophecy that within the next two months every acre of this land will be sold, and it will largely be up to you and to the other buyers as to what shall be made of the Bunnell-Dupont Colony.

I do not think there is another man selling Florida land who has retailed as much land during the past year as have I, but it is the least of my intentions to take the credit for this. In the first place, I want to share this credit with the officers of the Bunnell Development Company who have always endeavored to give every man a fair and square deal; second, I wish to give credit to our buyers and to our settlers on the ground, who have always been real boosters for this colony in every sense of the word; and last but not least, I wish to say that perhaps the greatest reason why our land has been sold so rapidly is because this locality possesses the attributes so necessary to an ideal colony—fertile land, ideal location and excellent transportation. Is it any wonder that land with such advantages has been sold so rapidly?

In my last letter to you I stated that we had less than 5,000 acres left for sale, and now I am glad to tell you that this figure has been decreased more than 50 per cent. There is now only about 2,500 acres of land, number one in soil and location, still for sale in this colony. Some people have thought that because there was such a small amount of land left for sale that the best must have all been selected first, and that the

remaining land was undesirable for some reason or other. But I want to explain to you that this is not the case. We have still perhaps 5,000 acres of unsold land, besides these 2,500 acres that I want to sell, but the 5,000 acres is not for sale, and will not be sold, because we do not consider this land first class in every respect.

I make this explanation to you so that you can understand conditions fully, and that you may be able to recommend these 2,500 acres just as strongly as you would any other tract of land in the colony. We will only sell land that we consider first class, number one land, and the remaining acreage we will keep.

Before going further, I wish to quote a short letter I received recently from a Tennessee gentleman. It reads as follows:

"I am just back from Bunnell, and am highly elated over the prospect there. I think that I will be able to interest a number of my friends in the proposition, so you may send me such advertising matter as you have, and send me several copies of same. I see no reason why I should not interest at least forty or fifty families in buying land in the Bunnell colony.

"I looked over the entire situation when I was in Bunnell, and I am sure that no one can make a mistake by buying land there. I expect to move to Bunnell within the next month or two."

This letter is of very recent date, and its writer has since sold one ten-acre farm, and one fifteen-acre farm for me.

I also told you in my last letter that I did not wish to spend thousands of dollars for advertisements in newspapers and magazines, but that I would prefer to give this money to you. I fully explained why I preferred to give it to my buyers rather than to advertising agents, for by giving it to you we will keep our money invested right in the colony where it will do the most good for everyone, but if it is given to advertising men in New York, Chicago and other large cities, it is gone so far as the colony is concerned.

I wish here to thank each one of you who have assisted me in the sale of this land up to the present time. A number of our buyers have sold farms to their friends and relatives, and have thereby helped to reduce the 5,000 acres of unsold land to only 2,500 acres. Some of you have sold ten acres for me in this way; others have sold as high as 100 acres, and you have not only helped this good work along, but you have done your friends a favor by interesting them in this colony, and you have made a commission of 10 per cent for yourself on every farm you sold. I confidently believe that every acre of land we now offer for sale will be sold before May 1st.

But what about you buyers who have not sold a single acre? Why have I not received your help?

I am sending out this week a special Banner, which will be the last piece of literature printed on this proposition, and I take pleasure in enclosing a copy herewith. I ask in return that you hand it to some friend or acquaintance whom you believe to be sincere in his desire to secure a farm in the Sunny South.

If each one of you land owners will give a few hours of your time to this proposition and will tell your friends and neighbors of the great advantages to be obtained in the Bunnell-Dupont Colony, we can have every acre of this land sold by April 1st instead of May 1st. I want to ask you to put forth your best efforts to sell one farm at least. You would like to have some of your old friends and neighbors near you, I know, when you locate at Bunnell. This may be your last chance to get them there.

IN CONCLUSION, I WANT TO ASK THIS ONE MORE FAVOR OF YOU—WON'T YOU SIT DOWN AND WRITE ME A LETTER STATING WHAT YOU INTEND TO DO IN THIS MATTER—WHETHER YOU WILL GIVE ME A FEW HOURS OF YOUR TIME OR NOT, AND WHETHER YOU WILL TALK TO ONE OR TWO PEOPLE ABOUT BUNNELL WHOM YOU THINK WOULD BE INTERESTED?

Or, if you think best, send me the names of these interested people and I will write them from this office at the same time you are talking to them; and bear in mind that **THESE REMAINING 2,500 ACRES OF LAND ARE JUST AS GOOD AS ANY LAND IN ST. JOHNS COUNTY, OR ANY OTHER LAND ALREADY SOLD IN OUR COLONY.**

Awaiting your reply, I am

Yours very truly,

Thos. A. Verdenius.

Every Owner of a Farm in the Bunnell-Dupont Colony Should *Become Our Agent*

Tell your friends about the possibilities of our colony. Have them send in their orders for farm homes here. You can never recommend the proposition too highly. It is as much to your interest as to our own that this land should be sold at an early date, and that people should locate on their land. This will greatly increase the value of your own farm.

We Want to Sell Our Entire Acreage Within the Next Few Months and We Can Do It, With Your Help

As soon as all our land is sold, we shall be able to give more time to the development of the colony.

We therefore offer you a commission of 10 per cent for each sale you make for us. This is a splendid way to pay for your farm. Just sell 100 acres to your friends, and your commission will entitle you to 10 acres **free of charge.** If you sell 200 acres, you will receive a 20 acre farm free of cost. If you sell 400 acres, you will receive a 40 acre farm free of cost.

Surely this is worth trying for. Many of our buyers are paying for their farms in this way. **You can do the same.** Do you need stronger or more convincing proof of the character of the Bunnell-Dupont Colony Farms? If you are uncertain about any point, please write us fully. Your letters will receive prompt attention.

BUNNELL DEVELOPMENT COMPANY

THOS. A. VERDENIUS

108 La Salle Street **CHICAGO**